BTEC Assignment Brief

Qualification	Pearson International BTEC Level 3 Foundation Diploma in Marketing Pearson International BTEC Level 3 Diploma in Marketing Pearson International BTEC Level 3 International Extended Diploma in Marketing
Unit number and title	**Unit 15: International Business**
Learning aims	**B Explore the structure of the global economy** **C Examine strategic and operational approaches to developing international trade**
Assignment title	**Strategies for trade in the global economy**
Assessor	
Issue date	
Hand in deadline	

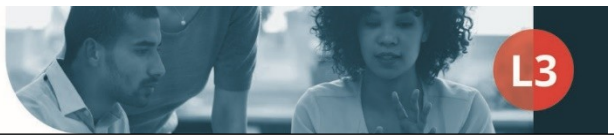
Vocational Scenario or Context	Having helped produce a report into the factors that influence the growth of globalisation, you manager now requires you to consider the structure of the global economy and to examine some businesses which operate globally.

Task 1	Produce a presentation for the owners of a business considering selling to a global market. This presentation should discuss in detail ● the impact trading associations such as the WTO and free-trade areas have on an international business ● the impact trading barriers have on an international business The presentation should come to a reasoned conclusion on how significant an impact trading associations and trade barriers have on the ability of businesses to trade internationally.
Checklist of evidence required	● Presentation with speakers notes ● Detailed observation report signed by the tutor/teacher

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria, you must show that you are able to:
15/B.D2	Evaluate the impact of trading associations and trading barriers on an international trading organisation
15/B.M2	Analyse the impact of trading associations and trading barriers on an international trading organisation
15/B.P4	Explain the impact of trading barriers on an international business organisation
15/B.P3	Explain the impact of trading associations on an international business organisation.

Task 2	You are to produce a report analysing the current and future strategic approach of a business that trades internationally. This report will conclude with reasoned recommendations of the future strategic direction you believe the business should follow. You will explore in detail one international business, determining its mission, core values and its approach to international trade. Using data collected, you will carry out an environmental analysis using both STEEPLE and SWOT analysis tools. Your report will have the following sections: 1. an analysis of the business and its current strategic direction, referencing your sources of research 2. your own justified recommendations for the future strategic direction of the business. These recommendations must be linked to the prior research and the environmental analysis that you have undertaken.
Checklist of evidence required	● Case study/report examining the current and potential strategies of an international business organisation ● STEEPLE and SWOT analysis ● Evidence of research

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria, you must show that you are able to:
5/C.D3	Justify own recommendations for the future strategic direction of an international business organisation.
5/C.M4	Analyse the future strategic direction of an international business organisation, with rationale for own recommendations.
5/C.M3	Analyse the current strategic international approach of a business organisation.
5/C.P6	Explain reasons for own recommendations for the future strategic



	direction of an international business organisation
5/C.P5	Explain the current strategic approach of an international business organisation
Sources of information to support you with this Assignment	**Websites** www.cim.co.uk/files/marcomms.pdf The CIM has a range of materials to include a 10-minute guide on how to plan marketing communications. http://panmore.com/nike-marketing-communications-mix How Nike Inc. uses promotional mix or marketing communications mix to communicate with target customers in the global athletic footwear, apparel, and equipment industry. https://www.marketingweek.com/2014/03/12/save-the-children-commits-to-more-global-marketing-following-success-of-if-london-were-syria-campaign/ **Above are some examples of websites. Further useful resources may be found at** http://qualifications.pearson.com/en/qualifications/btec-nationals/enterprise-2016.html
Other assessment materials attached to this Assignment Brief	*N/A*

Pearson BTEC